

Customer Segmentation Using Machine Learning

Program Feedback

The program excellently applies machine learning for customer segmentation, covering data collection, preprocessing, analysis, and model building. Achieved accuracy is commendable, with potential for further optimization and additional data integration. Great job!

Project Short Summary

Using 'Customer_Segmentation.csv', this project segments customers to enhance marketing strategies. Data was preprocessed, visualized, and standardized. A Random Forest classifier was trained, achieving 77.74% accuracy. The project highlights the effectiveness of machine learning in customer segmentation and suggests further improvements for better results.

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